

File

JANUARY JULY

S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

FEBRUARY

S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28

AUGUST

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

MARCH

S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

SEPTEMBER

S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

APRIL

S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

OCTOBER

S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

MAY

S M T W T F S
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

NOVEMBER

S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

JUNE

S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

DECEMBER

S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

APRIL 26,

1965

fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 23, 1965</u>			
Thursday April 22 8:30 A.M. Breakfast	PRESS PREVIEW OF "WONDER WIG" Preview of Yearounder's (Lish Bros.) "Wonder Wig," made of Dynel Modacrylic fiber. By invitation.	UNION CARBIDE CORP. (FIBERS & FABRICS DIV.) Contact: Mary Lou Hannigan,	270 PARK AVENUE EXECUTIVE DINING ROOM 551-5203.
Thursday April 22 9:00 A.M. Breakfast	PREVIEW OF EARLY FALL COLLECTION Preview by invitation. Thereafter in private suite, by appointment. Contact: Mary Jean Rainnie, TR. 7-7581.	GEORGIA BULLOCK	HOTEL PLAZA CRYSTAL ROOM
Thursday April 22 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS" Preview for the press of Sloane's "House of Years" shop--designed for Spring and Summer. By invitation. (For Release, Tues., April 27.) Publicity: Reni Kuhn, OX. 5-3800, Ext. 450.	W & J SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
Thursday April 22 10:30 A.M.	CAPSULE COLLECTION FOR ADVANCE FALL Wilson Folmar's capsule collection for advance Fall. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday April 22 12:00 Noon	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection, designed by Dominic, April 22 and 27 at 12:00 Noon. By reservation. Contact: Mr. Englander, BR. 9-1195.	MATTY TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday April 22 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Fashions available at Bonwit Teller. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday April 22 1:15 P.M.	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection of dresses, costumes, gowns, designed by Miss Gina. By reservation. Informal daily thereafter. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday April 22 2:30 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL Showings at 2:30, April 22, 27, 29. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday April 22 2:30 P.M.	PREVIEW OF FALL COLLECTION Preview of coordinated separates for Fall, designed by Jeanne Essig. By invitation. Continuous thereafter. Contact: Viola Beecher, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 22 2:30 P.M.	ADVANCE FALL CAPSULE COLLECTION Showings April 22 and 27 at 2:30. By reservation. LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Contact: Estelle Marr,
Thursday April 22 4:00 P.M. Cocktails	PRESS PREVIEW: FUR- LINED COATS & SUITS Preview of Fall-Winter fur-lined coats, suits, and rainwear, designed by Betti Belmont. Press preview by invitation. From May 4 daily at 9:30, 11:00, and 3:30 at showroom, 9th floor. By appointment. Contact: LO.5-4632.	STYLE TRENDS, INC. (512 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Thursday April 22	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of advance capsule collection for Fall, made in America, designed by Lewis Clausen. Contact: OX. 5-5730.	ABBOTT EAST	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Thursday April 22	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of Young Elegante's advance Fall capsule collec- tion. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Thursday April 22	ADVANCE FALL CAPSULE COLLECTION Daily informal showings April 22, 23, 26. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday April 22	SHOWING: FALL JUNIOR COLLECTIONS Daily informal showings of complete Fall back-to-school coordinates; also advance Fall collection of dresses. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Thursday April 22	ADVANCE FALL CAPSULE COLLECTIONS Daily informal showings of Fall capsule collections: Abe Schrader. Schrader Knits, Mort Schrader, Stephan Ltd., and M.S. Couture (suits). Contact: Betty Yarmon, TR. 9-7112 or IO. 4-9114.	SCHRADER COLLECTIONS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday April 22	SHOWING OF YOUNG MISSES FASHIONS Continuous showings of capsule collection of Vi Feigin's young misses late-day dresses, sizes 6 to 14. Contact: Miss Coila, IA. 4-8046.	VI FEIGIN, INC.	491 SEVENTH AVENUE SHOWROOM - 12A
April 23	ALTMAN RELEASE--Gianni Baldini fashions. (Preview April 21)		
April 25	DAYLIGHT SAVING TIME BEGINS (Move clocks ahead one hour).		

WEEK BEGINNING MONDAY, APRIL 26, 1965

April 26	MACY RELEASE DATE--California fashions. (No Press Show)		
Monday April 26 12:30 P.M. Luncheon	PRESS PREVIEW: "COUNTY CALICOS' COLLECTION Altman's Young Colony Shop launches "County Calicos," a collection of fresh summery fashions, designed by Claire Smith Golden, guest of honor at a country luncheon. By invitation. (For Release, Wed., April 28.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 26 5:00 P.M. Cocktails	"GREAT AMERICAN" KNITS FOR FALL 1965 Showing of Fall knit fashions in Du Pont fibers. By invitation. Contact: Trade--Joy Diamond, 971-4326; Press--June Haims, 971-4658.	DU PONT COMPANY TEXTILE FIBERS	HOTEL ASTOR BALLROOM
Beginning Monday April 26	CAPSULE COLLECTION FOR ADVANCE FALL Daily informal showings of advance Fall capsule collection, designed by Bill Blass. By appointment. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday April 26	ADVANCE FALL CAPSULE COLLECTION Advance Fall capsule collection, designed by Bob Bugnard, April 26, 27, 28. By appointment. Contact: Sylvan Fox or Miss Joy, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 26	MID-SEASON & EARLY FALL COLLECTIONS Daily informal showings of mid-season and early Fall daytime, cocktail, and evening fashions. Contact: LO. 5-6900.	JONNY HERBERT, INC.; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
April 27	W & J SLOANE'S RELEASE--"House of Years." (Preview, April 22--See Pg. 1)		
Tuesday April 27 9:30 A.M. Breakfast	ADVANCE FALL SPORTS- WEAR COLLECTION Preview of advance Fall collection of active and spectator sportswear at "Ein Zweites Fruehstueck" (second breakfast, Munich style). For press and buyers, by invitation. Thereafter by appointment through April 30. Contact: Rea Lubar, EN. 2-3510.	QUEISSER OF MUNICH	HOTEL PLAZA STATE SUITE
Tuesday April 27 10:30 A.M.	SPECIAL SHOWING: "PILOT" COLLECTION Special showing of "Pilot" collection of wools and double-knits for Fall. By reservation. Premiere: complete Fall collection--May 11, 25, June 1, 8, 15, 22 at 10:30. Contact: Phyllis Rosenberg, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 27 4:00 P.M. Cocktails	SECOND AMERICAN DESIGNER FASHION SHOW Featuring America's leading designers of ready-to-wear for women and children. Show promptly at 4:30. For press and buyers, by invitation only. (Showing May 6 in Los Angeles.) Publicity: Helen Boyd, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday April 27 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: NEW BEAUTY SALON Aurelien Lintermans of Paris, New York, Brussels, Beverly Hills, and The Riviera will invite the beauty editors to preview his new salon and hair-styles. By invitation. Publicity: Eve Siegel Associates, 35 West 53rd Street, MU. 8-4598.	AURELIEN LINTERMANS	19 EAST 62ND STREET SALON
Beginning Tuesday April 27	MID-SEASON SPORTS- WEAR COLLECTION Daily informal showings of mid-season dresses and sportswear, designed by Sylvia de Gay. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
April 28	ALTMAN RELEASE DATE--"Young Calicos" collection. (Preview, April 26--Pg. 2)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 28 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Summer fashions, designed by Shannon Rodgers for Jerry Silverman. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	JERRY SILVERMAN (530 SEVENTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 28 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Designs by students at their sixty-fifth annual fashion show. Show at 4:30 P.M. By invitation. Contact: Mrs. Harris, MA. 2-2200, Ext. 384.	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT TERRACE ROOM
Wednesday April 28 6:00 P.M. Cocktails	"CALIFORNIA AT MACY'S" Macy's will invite the press to preview "California at Macy's." By invita- tion. Contact: John Blum, OX. 5-4400.	MACY'S NEW YORK	5TH FLOOR CAL. EXHIBIT CENTER
April 29	OHRBACH'S RELEASE DATE--Swimwear fashions. (No Press Show)		
Thursday April 29 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION "All American Knit and Swimwear Panorama"--fashions with fibers and yarns by: Allied Chemical; American Cyanamid; Joseph Bancroft & Sons; Celanese Corp. of America; Chemstrand; Dow Chemical; Durene Assoc. of America; Du Pont; Eastman Chemical Products; Herdman's Linen Yarns; Heberlein Patent Corp.(Helanca); Hercules Powder Co.; The Wool Bureau. Knitted outerwear buyers and press, by invitation. Tickets: \$7.50. Producer and Commenta- tor: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
Thursday April 29 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Spring-Summer fashions, available at Miss Bergdorf. Press by invitation. Public by reservation: \$4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday April 29 2:30 P.M.	PREVIEW OF FALL COLLECTION Haymaker will preview their Fall collection. For press and buyers, by invitation. Continuous thereafter. Contact: Bob Bodzin, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday April 29 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: James Galanos, Norman Norell, Donald Brooks, John Moore, Geoffrey Beene, Helen Lee, Jacques Tiffeau, David Kidd, Mona Roset, Don Simonelli, Anthony L. Muto. Prices: \$3.00 (afternoon); \$6.00 (evening, reserved), available after April 12. Contact: Ted Kritsidimas, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
Thursday April 29 4:00 P.M. Cocktails	COLLECTION BY COUNTESS EBBA VON ECKERMANN T.W. Murphy will present the Fall ready-to-wear collection, designed by Countess Ebba von Eckermann of Sweden, at the home of the Consul General and Mrs. Tore Talbroth of Sweden. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	T.W. MURPHY	600 PARK AVENUE CONSUL GENERAL OF SWEDEN
April 30	MACY RELEASE DATE--Homefurnishings from California. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 30 9:30 A.M. Breakfast	PRESS PREVIEW OF RIVIERA SPORTSWEAR Preview for the press of Italian and French imported sportswear. By invitation. (<u>For Release, Mon., May 3.</u>)	BLOOMINGDALE'S	3RD FLOOR
Saturday May 1- May 9	FIFTH ANNUAL PHOTOGRAPHY SHOW "World's Fair of Photography"--press preview at 11:00 A.M., May 1. Display by more than 200 manufacturers, importers, and distributors of photographic equipment. Exhibits by photographic organizations and a continuous program of demonstrations, slide shows, movies, and folk dance groups. Admission--\$1.50; children, 75¢. Publicity: Sheldon Ritter at Hazard Advertising Co., PL. 9-3100.	INTERNATIONAL PHOTOGRAPHY FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Beginning Sunday May 2	FALL OPENINGS IN CALIFORNIA May 2: 1:30 P.M. Mike Anthony; 2:30 P.M. Lee Herman; 4:30 P.M. Michael Novarese; 6:00 P.M. Helga. May 3: 8:30 A.M. Stanley Nelson; 10:00 A.M. Elis Porter; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Georgia Bullock. By appointment: Adele of California; Charles Cooper; Couture West; Wayne Fuller; Michaelson, Inc.; M. Nadler; Oscar of Beverly Hills. May 4: 8:30 A.M. Peggy Hunt. Contact: Barbara Trister, 819 Santee St., L.A., MADison 2-3654.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
Sunday May 2 4:30 P.M.	PREVIEW: FALL FASHIONS IN LOS ANGELES By invitation. Contact: Miss Birkett, OL. 2-9010 (L.A.).	MICHAEL NOVARESE (711 NO. LA CIENEGA)	BEVERLY-WILSHIRE HOTEL GRAND TRIANON BALLROOM
Sunday May 2 6:00 P.M. Cocktails	FALL FASHIONS IN LOS ANGELES Helga will preview their Fall collection. Dinner at 6:30. By invitation. Contact: Walter Oppenheimer, MADison 7-0806(L.A.); LE. 2-2070(N.Y.).	HELGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL LOS ANGELES, CAL.
May 3	BLOOMINGDALE RELEASE--Imported sportswear.		
Monday May 3 9:00 A.M.- 5:45 P.M.	ANNUAL BRIDAL BUSINESS FORUM "Working Towards The Golden Vein"--bridal forum for retail executives. Program includes: Scope and growth of bridal market; 20 panel speakers, including 8 brides of the year, reporting on their shopping experiences; new bridal research data; bridal services today and in the future. (Luncheon at Gotham, 12:45 to 2:15 P.M.) Publishers cocktail party, Sheraton-East, 6:30 P.M. to 8:00 P.M. For prices and further information, contact: Mrs. Alexandra Potts, OR. 9-7200.	MODERN BRIDE MAGAZINE (1 PARK AVENUE)	LAB. INST. MERCH'G 677 FIFTH AVENUE
Monday May 3 12:30 P.M. Luncheon	PRESS PREVIEW OF SPORTSWEAR FASHIONS "Tahitian Feast"--preview for the press of Summer sportswear by Peck & Peck. Show at 1:15. By invitation. (<u>For Release, Tues., May 4.</u>) Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	LUAU 400 400 EAST 57TH STREET
Monday May 3 6:00 P.M.	FALL FASHIONS IN LOS ANGELES Bud Kilpatrick will present his Fall fashions. By invitation. Contact: Eph Feinberg, 213-BR. 2-1178(L.A.).	BUD KILPATRICK	2139 STONER AVENUE WEST LOS ANGELES, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 3	FALL KNITWEAR COLLECTION Continuous daily showings of Harmon Knitwear Fall collection, designed by Rudi Gernreich. Contact: Bernie Buchwald, 695-1617.	HARMON KNITWEAR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 4; May 5 4:00 P.M. Cocktails	PRESS PREVIEW: "SOFT LIGHT" COLLECTION Preview of Formfit-Rogers foundations and lingerie, introducing robes and loungewear; Little Miss Rogers lingerie; Rutledge pajamas. Show at 4:30 on May 4 and 5. By invitation. Publicity: Susan Smalls, MU. 2-1333.	FORMFIT-ROGERS	530 FIFTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 4 5:00 P.M. Cocktails	FALL FASHIONS IN LOS ANGELES Preview of Werle's fashions for Fall. By invitation. Contact: Jose Fernandez, OL. 5-8926(L.A.).	WERLE (626 N.ROBERTSON BLVD.)	PLACE TO BE ANNOUNCED
May 5	MACY'S RELEASE DATE--California swimsuits. (No Press Show)		
Wednesday May 5 12:30 P.M. Luncheon	FASHION SHOWING AT LUNCHEON "Spring and Summer with Hannah Troy." Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	HANNAH TROY, INC. (530 SEVENTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 5 12:30 P.M. Luncheon	FASHIONS AND ACCESSORIES DURING LUNCHEON Showing of fashions and accessories by Mark Cross. Public by reservation: \$5.00; contact: EL. 5-2500. Commentator: Phyllis Youngheart, PL. 1-0752.	MARK CROSS CO., LTD.	DELMONICO'S BALLROOM Press by invitation. Coordinator and Com-
Thursday May 6 10:00 A.M.	SPORTSWEAR FASHIONS BY BONNIE CASHIN "Americana Sportswear"--fashions in leather, tweed, jersey, canvas, designed by Bonnie Cashin for Sills & Company. By invitation. Daily thereafter, by appointment. Publicity: J. Wilfrid Gagen or Bob Rodgers at Fashion Bureau, 128 East 37th Street, OR. 9-6996.	SILLS & COMPANY	48 WEST 37TH STREET SHOWROOM - 20TH FLOOR
Thursday May 6 12:30 P.M. Luncheon	DANISH LUNCHEON: FUR FASHION SHOW Her Royal Highness, Princess Benedikte of Denmark will be guest of honor on her first visit to the United States. The Birger Christensen fur collection of Saga mink will be flown here for the showing. Master of Ceremonies: Victor Borge. Price: \$30.00 (authentic Danish luncheon), benefit American Cancer Society (Children's Fund). By invitation only. Publicity: Vivienne P. Fox at Leber, Katz, Paccione, PL. 1-4477.	CONSUL GENERAL OF DENMARK	HOTEL PLAZA BALLROOM
May 9	MOTHER'S DAY (Sunday)		
Monday May 10 5:30 P.M.- 7:30 P.M. Cocktails	FASHION SHOW: FALL WOOLEN FASHIONS "The Autumn-Atics"--showing of H2O woolen fall fashions. Coordinator: Mia Grau. For press and buyers, by invitation. Contact: Robert Kane, (Marketing Services), OX. 5-1000, Ext. 217.	J.P. STEVENS & COMPANY (1460 BROADWAY)	HOTEL PLAZA TERRACE ROOM
May 12	MACY'S RELEASE DATE--California sportswear. (No Press Show)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 12 8:00 A.M. Breakfast	NEW "STRETCH-RITHMETIC" COLLECTION Stretchini will introduce a new look in children's sportswear, designed in "Actionwear," at a champagne breakfast. By invitation only. Contact: Alice Koren at Chemstrand, OX. 5-0174.	STRETCHINI- CHEMSTRAND	HOTEL PLAZA BALLROOM
Wednesday May 12 11:00 A.M.	PREVIEW OF FALL FOUNDATION COLLECTION Preview of Fall foundation collection May 12 at 11:00, 2:00, 3:30. For press and resident buyers, by invitation. Contact: Lila Moren (Press); Kay Keniry (Buyers), MO. 1-1300.	WARNER SLIMWEAR- LINGERIE	90 PARK AVENUE SHOWROOM - 12TH FLOOR
Wednesday May 12 3:45 P.M.; 8:15 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Forty-second annual fashion showing of original designs--created, modelled, staged, and commentated by students. Tickets: \$3.00, afternoon; \$5.00, evening. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	PARK SHERATON HOTEL BALLROOM
Wednesday May 12 4:00 P.M. Cocktails	THIRTEENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award to Geoffrey Beene. Show at 4:30 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
Thursday May 13 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview for the press of children's import collection. By invitation. (For Release, Mon., May 17.) Publ.: Mary Ann Crenshaw, OX.5-4000, Ext.279.	OHRBACH'S	6TH FLOOR
Thursday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Summer fashions, designed by Shannon Rodgers for Jerry Silverman, available at Miss Bergdorf. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
May 14	MACY'S RELEASE--European furniture. (No Press Show)		
Friday May 14 12:00 Noon	CHILDREN'S DIVISION: LUNCHEON MEETING More details and prices in a later issue. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
May 17	OHRBACH'S RELEASE--Children's import fashions. (Preview May 13--See Above)		
Monday May 17 12:00 Noon Cocktails	PREVIEW OF LINGERIE AND LOUNGEWEAR Preview of Fall lingerie and loungewear fashions. Show at 1:15. By invitation. Market Weeks: June 7 and June 14 at 10:30 and 2:30. Publicity: Rosemarie Fay, MU. 3-7020.	KAYSER-ROTH LINGERIE (425 FIFTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday May 18 8:30 A.M. Breakfast	SUBTEEN FASHION & MERCHANDISING CLINIC Eleventh annual back-to-school subteen fashion and merchandising clinic. Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Contact: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR FASHIONS Preview for the press of swimwear collection. By invitation. (<u>For Release</u> , Wed., May 19.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Tuesday May 18 11:00 A.M.; 2:30 P.M.	PREVIEW: FALL LINGERIE AND UNDERFASHIONS Fall lingerie and underfashions at 11:00 A.M. and 2:30 P.M. For press and resident buyers, by invitation. Publicity: Jane Patrick, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 18 12:00 Noon	PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter June 8 and 15 at 12:00 Noon. By reservation. Contact: Ann Lawrence, WI. 7-1061.	NANTUCKET NATURALS, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Thursday May 20 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION David Crystal will present their Fall collection of dresses. For press and resident buyers, by invitation. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 20 4:30 P.M.	FALL CHILDREN'S FASHION SHOW Fall fashions for toddlers, girls, pre-teens, and boys. <u>Show at 5:30 P.M.</u> By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM
Monday May 24 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE "Coming Of Age"--Twenty-first anniversary celebration; fashion presentation at 8:00 P.M., followed by supper and dancing at 9:00 P.M. Contribution of \$100.00 per person (tax deductible) payable to the "Educational Foun- dation for the Apparel Industry." Contact: Shirley Goodman, Executive Director, IA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET F.I.T. THEATRE
Tuesday May 25 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Beginning Tues., June 1, daily informal showings. Contact: PE. 6-2291.	BARBERINI (DIV. OF ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday May 25 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Claret sportswear and casual dresses, designed by June Francis. By invitation. Continuous daily thereafter at showroom. Contact: Judith Shorten, IO. 3-6126. Publicity: Essie Pinsker, WI. 7-2514.	CLARET ORIGINALS, INC. (498 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Thursday May 27 7:15 A.M. Breakfast	ANNUAL FALL BREAKFAST SHOWS Breakfast at 7:15 A.M., showing at 7:48 A.M., May 27, 28, June 2, 3, 4, 7, 8, 9, 10, 11, 15, 16. Afternoon shows (4:30 P.M., refreshments), June 1 and 14 at 5:02 P.M. Contact: Doris Van Patten, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 1 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 1, 2, 8, 9, 15 at 2:00 P.M. By appointment. Contact: Miss Jaye, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 8:15 A.M. Breakfast	TEEN-AGE FASHION SHOW AT BREAKFAST Annual fashion show preview for Fall, featuring young junior fashions from Ingenue's August editorials. <u>Show at 8:45.</u> By reservation. Tickets: \$5.00. Contact: YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL ASTOR NORTH BALLROOM
Wednesday June 2 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Creations" fur collection for Fall-Winter. By invitation. Trade showings beginning Mon., June 7, daily at 10:00 A.M. and 2:00 P.M. Contact: Harry Feldman, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 2 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Fall collection of sportswear, dresses, and at-home fashions, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous daily informal showings thereafter. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	ST. REGIS HOTEL ROOF
Wednesday June 2 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Gerard Pipart of Paris. By invitation. Thereafter, June 7, 9, 14, 16, 23 at 10:30. By reservation. Contact: Marta Schreiber, LA. 4-9350.	NINA RICCI- NEW YORK	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 2 4:00 P.M. Cocktails	THIRTIETH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August 1965 issue. Merchandise exhibit and cocktails at 4:00. <u>Show promptly at 5:00.</u> Tickets: \$12.00, by invitation. Contact: Lenore Benson, Merchandising Editor, MU. 9-5900.	MADemoisELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Beginning Wednesday June 2	OPENING: FALL-WINTER FUR COLLECTION Continuous daily showings of Fall-Winter fur collection. By appointment. Contact: AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 3 10:00 A.M.	OPENING: FALL COATS AND SUITS Showings June 3, 8, 10, 15, 17, 22 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 3 1:15 P.M.	PREVIEW OF FALL COLLECTION Fall collection of dresses, costumes, gowns, designed by Miss Gina. By invitation. Thereafter June 8, 10, 15, by reservation. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday June 3 2:30 P.M.	PRESS PREVIEW: "FUN FURS FOR '65" Quality Furs will preview "Fun Furs for '65." By invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS (MANOS & BLOCK)	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 3 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 8, 9, 15, 16, 22, 23 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Show promptly at 5:00 P.M. For retail stores, by invitation. Tickets: \$10.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BALLROOM
Friday June 4 11:00 A.M.	OPENING: FALL COLLECTION Also June 7 at 4:00 P.M., June 9 and 14 at 11:00 A.M. By reservation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 4 12:00 Noon Luncheon	FASHION SHOWING OF "CHEM-STITCH" PROCESS Hicks & Otis will present a special collection of fashions, featuring a new process "Chem-stitch," fabric sculpture through chemistry. For trade, press, and buyers, by invitation. Contact: Miss Triolo, IO. 4-9012. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	HICKS & OTIS, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Monday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's couture fur collection for Fall and Winter. By invitation. Thereafter by appointment. Contact: Bill Paige, JU. 2-7430.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 7 4:15 P.M. Cocktails	FUR COLLECTION BY BETTY YOKOVA Press preview of Betty Yokova's high-fashion collection, designed for Neustadter. Buyers: Tues., June 8 at 10:00. Both shows, by invitation. Thereafter daily at 10:00 and 2:00, by appointment. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, IA. 4-3365.	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 8 1:00 P.M.	OPENING OF FALL COLLECTION Showings June 8, 9, 10, 14, 15, 16, 21, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, IA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 8 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "L'Esprit de Jeunesse"--preview for the press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing Wed., June 9 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showings June 8, 9, 10, 15, 16, 17, 22, 24 at 2:30 P.M. (Press show Mon., June 7 at 3:00 P.M.) By reservation. Contact: Eleanor Stoner, IA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: BR. 9-8144.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Thursday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION Wholesale fur collection for Fall-Winter. By invitation. Contact: BR. 9-0633.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR

1966														
JANUARY				FEBRUARY				MARCH						
S	M	T	W	T	F	S		S	M	T	W	T	F	S
					1					1	2	3	4	5
2	3	4	5	6	7	8		6	7	8	9	10	11	12
9	10	11	12	13	14	15		13	14	15	16	17	18	19
16	17	18	19	20	21	22		20	21	22	23	24	25	26
23	24	25	26	27	28	29		27	28	29	30	31		
30	31													
APRIL				MAY				JUNE						
S	M	T	W	T	F	S		S	M	T	W	T	F	S
					1	2					1	2	3	4
3	4	5	6	7	8	9		5	6	7	8	9	10	11
10	11	12	13	14	15	16		12	13	14	15	16	17	18
17	18	19	20	21	22	23		19	20	21	22	23	24	25
24	25	26	27	28	29	30		26	27	28	29	30		
JULY				AUGUST				SEPTEMBER						
S	M	T	W	T	F	S		S	M	T	W	T	F	S
					1	2						1	2	3
3	4	5	6	7	8	9		7	8	9	10	11	12	13
10	11	12	13	14	15	16		14	15	16	17	18	19	20
17	18	19	20	21	22	23		21	22	23	24	25	26	27
24	25	26	27	28	29	30		28	29	30	31			
31														
OCTOBER				NOVEMBER				DECEMBER						
S	M	T	W	T	F	S		S	M	T	W	T	F	S
					1							1	2	3
2	3	4	5	6	7	8		6	7	8	9	10	11	12
9	10	11	12	13	14	15		13	14	15	16	17	18	19
16	17	18	19	20	21	22		20	21	22	23	24	25	26
23	24	25	26	27	28	29		27	28	29	30			
30	31							25	26	27	28	29	30	31

JANUARY

FEBRUARY

MARCH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

MAY

JUNE

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

AUGUST

SEPTEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

NOVEMBER

DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31